

Yiyang Marathon

DATE: Saturday, November 1, 2025

LOCATION: Yi Yang Shi, CN

Event Description

Yiyang Marathon is a premier sports event in Yi Yang Shi. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 43/100

Expected Attendance: 422 people

Event ID: 4Au3F6N7ziwNofmmes

Hotel Demand Indicators

ADR Impact Index: 5.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 169 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.